Exhibit 3

UNITED STATES DISTRICT COURT SOUTHERN DISTRICT OF FLORIDA

CASE NO

MARCEL FASHION GROUP INC, a Florida corporation

01-7495

CIV - DIMITROULEAS

Plaintiff,

LUCKY BRAND DUNGAREES, INC A Delaware corporation, and FEDERATED DEPARTMENT STORES INC

Defendants

A Delaware corporation,

MAGISTRATE JUDGE JOHNSON



_____/

Plaintiff, Marcel Fashion Group, Inc., by and through their undersigned attorney, sues Defendant, Lucky Brand Dungarees, Inc. and Federated Department Stores, Inc., and alleges

COMPLAINT

JURISDICTION AND VENUE

- Thus is an action for injunctive and other relief under the Federal Trademark Act, 15 U S C § 1051, et seq. (Lanham Act.), particularly 15 U S C §1125 for trademark infringement, reverse confusion, false designation of origin, false description or representation and related unfair competition. Plaintiff also asserts claims under the common law for trademark infringement, and unfair competition.
- Thus Court has jurisdiction over this action pursuant to 28 U S C $\S\S$ 1331, 1338(a), and 1338(b)



3 Venue is proper under 28 U S C §§ 1391(b) and 1391(c) in that, upon information and belief, the wrongful acts committed by Defendants occurred in and are causing injury in the Southern District of Florida

THE PARTIES

- 4 Plaintiff, Marcel Fashion Group, is a corporation duly organized under the laws of the State of Florida ("Marcel") with its principal place of business in Miami-Dade County, State of Florida
- Defendant, Lucky Brand Dungarees, Inc ("Lucky Brand"), is a corporation duly organized under the laws of the State of Delaware with its principal place of business in the State of California, is actively doing business in the Southern District of Florida, and is otherwise sui juris
- Defendant, Federated Department Stores Inc ("Federated") is a corporation duly organized under the laws of the State of Delaware is actively doing business in the Southern District of Florida, specifically, through Bloomingdales, and is otherwise sui juris

PLAINTIFF'S TRADEMARK

- 7 Plaintiff is maker of clothing namely mens and women's jeans and t-shirts baby clothes, namely t-shirts, short sets comprised of tops and shorts pant sets comprised of tops and pants, and rompers
- Plaintiff has, since at least as early as 1985 and long prior to the acts of Defendants complained of herein, adopted and used in commerce the inherently distinctive designation and trademark "GET LUCKY" ("the mark or trademark") on its goods since at least as early as 1985

and is the owner of the trademark under statutory and common law rights, due to the nationwide sales of Plaintiff's goods under the "GET LUCKY" trademark

- 9 Such use has been continuous since at least as early as 1985 and Plaintiff's use has been nationwide, including, but not limited to, the states of California, Georgia, Texas, New York, Nevada, and Florida
- In or around April, 1998, Plaintiff filed a trademark application with the United States Trademark Office seeking registration of the "GET LUCKY" mark which it had used since at least as early as 1985 on its goods
- Plaintiff's application was assigned Serial Number 75/466,537, and was published for opposition in the Official Gazette on January 25, 2000
- 12 Defendant Lucky Brand filed a formal opposition in the United States Patent and Trademark Office which is the subject of Opposition No. 118,603
- Plaintiff is the senior user by virtue of its prior use of the mark "GET LUCKY," since Plaintiff has continuously used the mark since at least as early as 1985, which pre-dates Defendants' first use
- Since long prior to the acts of Defendants complained of herein, Plaintiff has achieved wide-spread and substantial sales of its goods designated by the trademark 'GET LUCKY" in commerce
- By virtue of long and continuous use, and since long prior to the acts of Defendants complained of herein, the marks have developed a secondary meaning and significance, and have been readily recognizable by the public and the trade as a designation associated with Plaintiff

The trademark, since long prior to the acts of Defendants complained of herein, has been associated in the public mind exclusively with Plaintiff and its goods. The mark had come to identify Plaintiff's goods, and furthermore, to distinguish said goods from those of others.

DEFENDANTS' ACTIVITIES

- 17 Defendants operate various retail stores throughout the United States, including the Southern District of Florida
- Defendant Lucky Brand has admitted to using the designation "GET LUCKY," and have admitted that its designation "GET LUCKY" is identical to Plaintiff's "GET LUCKY" designation, at least as to visual appearance, sound, commercial impression, and connotation, on identical or closely related goods. Attached as Exhibit "A" is Defendant Lucky Brand's Notice of Opposition filed on May 3, 2000 with the United States Trademark Office before the Trademark Trial and Appeal Board.
- Defendants have placed advertisements using the designation 'GET LUCKY' in various medium, including print, magazine, and bench ads, and as a result, have sold goods by utilizing the "GET LUCKY" trademark or designation
- Defendant Lucky Brand has admitted that a likelihood of confusion exists as a result of the parties' respective uses of the 'GET LUCKY' designation, as stated in Defendant Lucky Brand's Notice of Opposition
- Long subsequent to Plaintiffs' adoption and use of the marks in commerce,

 Defendants have used Plaintiff's mark in the advertisement and sale of identical and closely related goods such that Defendants' use is likely to cause consumer confusion

- 22 Plaintiff has never permitted nor licensed Defendants' use of Plaintiff's trademark
- 23 Plaintiff is not affiliated connected, or associated with Defendants, nor has Plaintiff originated, sponsored, or approved of Defendants' use of the marks
- 24 Defendants have misappropriated the goodwill associated with Plaintiff's mark for their own use
- Defendants' use of the marks on identical or closely related products and services is likely to cause confusion and a false association between Plaintiff's products and services, and the products and services offered by Defendants falsely leading consumers to believe that they emanate from the same source
- Defendants use in commerce of the trademarks is designed and calculated and is likely to cause confusion, to cause mistake and to deceive customers and prospective customers as to the origin or sponsorship of Defendants' products and services, and to cause them to mistakenly believe that Defendants' products are the products of Plaintiff or are sponsored, licensed, authorized or approved by Plaintiff all to the detriment of Plaintiff, the trade, and the public
- Reversely, and in the alternative Defendants' use of the trademark in its vast and extensive advertising under the 'GET I UCKY' trademark has so saturated the market resulting in a likelihood of confusion, mistake, and the deception of customers and prospective customers as to the origin or sponsorship of Plaintiff's products and goods, and to cause them to mistakenly believe that Plaintiff's products and goods are those of Defendants or are sponsored, licensed, authorized, or approved by Defendants, all to the detriment of Plaintiff, the trade, and the public

- Defendants' aforesaid acts have harmed Plaintiff's reputation, severely damaged Plaintiff's goodwill, and upon information and belief have diverted sales from Plaintiff, and have resulted in diminished sales
- Defendants' aforesaid acts have caused and will cause great and irreparable injury to Plaintiff, and unless said acts are restrained by this Court, they will be continued and Plaintiff will continue to suffer great and irreparable injury
 - 30 Plaintiff has no adequate remedy at law

COUNT I - FEDERAL TRADEMARK INFRINGEMENT

- 31 Plaintiff incorporates herein each and every allegation set forth in Paragraphs 1 through 30 as if fully set forth herein
- 32 With full knowledge and awareness of Plaintiff's ownership and prior use of the 'GET LUCKY" trademark, Defendants have intentionally used in commerce, and upon information and belief, will continue to intentionally use the trademark and designation, which use is likely to cause confusion, or to cause mistake or to deceive consumers and the public at large
- Defendants' aforesaid acts constitute infringement of Plaintiff's rights in violation of §43 of the Lanham Act, 15 U S C §1125, and upon information and belief, Defendants' use of the trademark and designation is intentional and wilful
 - 34 Plaintiff has no adequate remedy at law

COUNT II - REVERSE CONFUSION

Plaintiff incorporates herein each and every allegation set forth in Paragraphs 1 through 30 and 32-34 as if fully set forth herein

- Due to Detendants vast and extensive advertising, Defendants have so swamped Plaintiff's reputation in the market that customers, the trade, and the public are likely to be confused into thinking that Defendant Lucky Brand is the owner of the trademark "GET LUCKY" and that Plaintiff's goods are those of Defendants resulting in reverse confusion
- 37 Defendants' aforesaid acts constitute infringement of Plaintiff's rights in violation of §43 of the Lanham Act 15 U S C §1125 and upon information and belief Defendants' use of the trademark and designation is intentional and wilful
 - 38 Plaintiff has no adequate remedy at law

COUNT III - FALSE DESIGNATION, DESCRIPTION, AND REPRESENTATION UNDER THE LANHAM ACT

- 39 Plaintiff incorporate herein each and every allegation set forth in Paragraphs 1 through 30 32-34 and 36 37 as if fully set forth herein
- Detendants have intentionally used and upon information and belief will continue to use in commerce the accused trademark which use constitutes false designation(s) of origin false or misleading description(s) of fact or false or misleading representation(s) of fact which are likely to cause confusion, or to cause mistake or to deceive as to affiliation connection or association with Plaintiff or origin sponsorship or approval of Defendants' products by Plaintiff
- Defendants aforesaid acts constitute unfair competition, false designation of origin and/or false description or representation in violation of §43(a) of the Lanham Act 15 USC §1125(a)
 - 42 Plaintiff has no adequate remedy at law

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COUNT IV - COMMON LAW TRADEMARK INFRINGEMENT

- Plaintiff incorporate herein each and every allegation set forth in Paragraphs 1 through 30, 32-34, 36-37, as if fully set forth herein
- Defendants' aforesaid acts constitute false designation(s) of origin false or misleading description(s) of fact, or false or misleading representation(s) of fact, which are likely to cause confusion, or to cause mistake, or to deceive as to affiliation, connection, or association with Plaintiff, or origin, sponsorship, or approval of Defendants' products by Plaintiff
 - 45 Plaintiff has no adequate remedy at law

COUNT V - UNFAIR COMPETITION

- 46 Plaintiff incorporate herein each and every allegation set forth in Paragraphs 1 through 30 32 34, 36 37 as if fully set forth herein
- 47 Defendants aforesaid acts constitute infringement misappropriation and misuse of Plaintiff's mark, unfair competition, palming-off and passing-off against Plaintiff, and unjust enrichment of Defendants all in violation of Plaintiff's rights at common law
- Defendants' aforesaid acts has caused and will continue to cause great and irreparable injury to Plaintiff, and unless restrained by this Court, they will be continued and Plaintiff will continue to suffer great and irreparable injury.
 - 49 Plaintiff has no adequate remedy at law
 WHEREFORE, as to Counts 1-5, Plaintiff respectfully prays
- a That this Court will adjudge that the trademark "GET LUCKY" has been infringed as a direct and proximate result of the acts of Defendants as set forth in this Complaint, in

violation of Plaintiff's rights under the Lanham Act 15 U S C §1051 et seq. and the common law, and that such infringement amounts to wilful use by Defendants of Plaintiff's trademark

- b That this Court will adjudge that Defendants have competed unfairly with Plaintiff as set forth in this Complaint, in violation of Plaintiff's rights under the Lanham Act, 15 U S C \$1125(a), and the common law
- c That Defendants, and all officers, directors, agents, servants, employees affiliates, parents, attorneys, successors, and assigns, and all persons in active concert or participation therewith, be preliminarily and permanently enjoined and restrained
- 1 From using the accused trademark "GET LUCKY" or any other designation service mark, or trademark similar to Plaintiff's mark complained of herein, in any way, including, in connection with clothing, jeans, or any similar goods or services which are likely to cause confusion, and
- From preparing, manufacturing, linking, publishing or otherwise acquiring or using any goods or services that utilize the "GET LUCKY" trademark, and doing any other act or thing likely to cause the public or the trade to believe that there is any connection between Plaintiff's and Defendants' goods, or their respective products and
- 3 From all further sales and commercial dealings that utilize the "GET LUCKY" trademark, or any colorable imitation
- 4 From placing any advertisement or promotion in any medium which utilizes the 'GET LUCKY" trademark or designation
- d That Defendants be required to delete and remove any metatags or other indexing means from their various web sites containing Plaintiff's "GE1 LUCKY" trademark or

designation, and that in any way refer to Plaintiff or divert Internet traffic away from web sites actually sponsored, affiliated, or controlled by Plaintiff or that otherwise refer to Plaintiff

- e That Defendants be directed to file with this Court and to serve upon Plaintiff within thirty (30) days after service of the injunction issued in this action, a written report under oath, setting forth in detail the manner of compliance
- f That Plaintiff recover Defendants' profits and damages arising from Defendants' acts of trademark infringement, talse designation of origin, false description or representation, and unfair competition
- g That the Court award an amount to Plaintiff for corrective advertisement, based on an analysis of the resources expended by Defendants in so saturating the market through Defendants' use of Plaintiff's trademark or designation
 - h That the Court treble such damages as awarded in accordance with paragraph f
- That Plaintiff recover, in addition to such sums as otherwise awarded punitive damages in an amount that the Court deems just and proper
- That Plaintiff recover pre-judgment and post-judgment interest on each and every award
- That Plaintiff recover its reasonable attorney fees incurred in this action, and that this is an exceptional case pursuant to 15 U.S.C. §1117
- That Plaintiffs have and recover its taxable costs and disbursements incurred in this action
- m That the Court order the dismissal of Defendant Lucky Brand's Opposition No 118 603 and find that Plaintiff is the rightful owner of the GET LUCKY" trademark

n. That Plaintiff have other and such further relief as the Court may deem just and

proper.

PLAINTIFF DEMANDS TRIAL BY JURY

Date: September 9, 2001

Respectfully submitted.

By:

Hyaff M. Fried, Esq. Florida Bar No. 847570 FRIED & ASSOCIATES, P.A. 2630 Hollywood Blvd., Suite 101 Hollywood, Florida 33020

Telephone: 954-923-2000 Facsimile: 954-923-0903

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TRADEMARK Docket No 110 2*41/GJN/L314

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Application Serial No 75/466,537 of Marcel Fashion Group, Inc., filed April 13, 1998, for the mark GET LUCKY in Class 25, as published in the Trademark Official Gazette on January 4, 2000 (the term for opposition having been extended to May 3, 2000)

LUCKY BRAND DUNGAREES, INC,)	Opposition No				
Opposer,)	NOTICE OF OPPOSITION				
v)					
MARCEL FASHION GROUP, INC)	Mark Serial No	GET LUCKY 75/466,537 Aprıl 13, 1998			
Applicant)	Fued				

Lucky Brand Dungarees, Inc. ('Lucky Brand" or "Opposer"), a Delaware corporation having its principal place of business at 4599 District Boulevard, Vernon, California, 90058, believes that it will be damaged by the registration of the mark shown in Application Serial No. 75/466,537 in International Class 025 and hereby opposes its registration

As grounds for opposition, Opposer alleges that

- Applicant Marcel Fashion Group, Inc ("Marcel Fashion Group" or "Applicant") seeks to register GET LUCKY as a trademark for CLOTHING, NAMELY, MEN'S AND WOMEN'S JEANS AND T SHIRTS, AND BABY CLOTHES NAMELY T-SHIRTS, SHORT SETS COMPRISED OF TOPS AND SHORTS, PANTS SETS COMPRISED OF TOPS AND PANTS, AND ROMPERS, in International Class 025 alleging a date of first use of February 1985, as evidenced by the publication of this mark in the Official Gazette on page TM 508 of the January 4 2000 issue
 - Opposer has used the designation GET LUCKY

Opposition to Serial No. 75/466,537

- 3. Opposer is informed and believes, and on that basis alleges, that Applicant abandoned any trademark rights it may have had in the designation GET LUCKY before Applicant's filing date (i.e., April 13, 1998) for the present application.
- 4. Opposer's rights in GET LUCKY precede any rights Applicant may have in the designation GET LUCKY for use in association with the goods listed in the pending application (i.e., Applicant's filing date of April 13, 1998).
- 5. The designation Applicant seeks to register, GET LUCKY, is identical to Opposer's GET LUCKY designation, at least as to visual appearance, sound, commercial impression, and connotation.
- 6. The goods identified in Applicant's application are identical or closely related to at least some of the goods with which Opposer has associated its GET LUCKY designation.
- 7. Opposer is informed and believes, and on that basis alleges, the marketing and channels of trade associated with the goods identified in Applicant's application are closely related, if not identical, to the marketing and channels of trade within which Opposer sells, markets, and advertises goods associated with its GET LUCKY designation.
- 8. Registration of Applicant's GET LUCKY designation would be inconsistent with the rights of the Opposer.
- 9. Applicant's registration and/or use of the designation GET LUCKY in association with the goods listed in its application is likely to cause injury to Opposer's business reputation and to injure and impair Opposer's rights in its GET LUCKY designation by causing confusion, mistake, and/or deception as to the respective rights of the parties and as to the source or sponsorship of the respective goods.
- 10. Alternatively, Applicant's registration and/or use of the designation GET LUCKY in association with the goods listed in its application is likely to cause injury to Opposer's business reputation and to injure and impair Opposer's rights in its GET LUCKY designation by preventing Opposer from using the designation in a descriptive manner (e.g., using the phrase "Get Lucky" to encourage consumers to purchase Lucky Brand clothing products).

Opposition to Serial No. 75/466,537

- Opposer is informed and believes, and on that basis alleges, that Applicant was aware of the fact that it did not own trademark rights in the designation GET LUCKY, dating back to Applicant's alleged date of first use of February 1985 for the goods listed in the application, at the time it filed the present application (i.e., Ser. No. 75/466,537).
- 12. Opposer is informed and believes, and on that basis alleges, that Applicant's failure to disclose the fact that it did not own rights in the designation GET LUCKY, dating back to Applicant's alleged date of first use of February 1985 for the goods listed in the application, was knowing and willful, and made with full knowledge that such false statements would jeopardize the validity of the application or any registration resulting therefrom.
- Opposer is informed and believes, and on that basis alleges, Applicant was aware of the fact that Opposer had rights in GET LUCKY at the time it filed the present application.
- Opposer is informed and believes, and on that basis alleges, that Applicant's failure to disclose the fact that it was aware of Opposer's rights in GET LUCKY at the time it filed its application, was knowing and willful, and made with full knowledge that such false statements would jeopardize the validity of the application or any registration resulting therefrom

Opposition to Serial No. 75/466,537

 $WHEREFORE, Opposer\ prays\ that\ this\ opposition\ be\ sustained, Application\ Serial\ No$ $75/466,\!537$ be rejected, and that Applicant's designation GET LUCKY, for the goods listed in the pending application, be refused registration.

Respectfully submitted,

CHRISTIE, PARKER & HALE, LLP

Gary J. Nelson Attorneys for Opposer

PO Box 7068 Pasadena, California 91109 7068 626/795-9900

GJN/tmt

Enclosures Copy of Notice of Opposition
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